

UK GOVERNMENT FUNDED LOCAL GROWTH FUND PROJECTS: BRANDING AND COMMUNICATIONS GUIDELINES

As set out in the Annual Grant Offer letters, Government provides Growth Deal funding via Local Enterprise Partnerships and Mayoral Combined Authorities in England - using appropriate Government branding recognises this partnership, while increasing the profile of local projects. These updated guidelines provide clarity on how LEPs and MCAs across England, and those in the Northern Powerhouse and Midlands Engine, should use Government branding to help promote projects funded via the Local Growth Fund, and other UK Government funded projects, and collaborate on external communications opportunities.

Communications¹

LEPs will ensure that:

- MHCLG is given as much advance notice as possible of announcements and milestone events (at least 2 weeks) to allow quotes to be arranged for any media releases.
- Relevant description at Annex A is used in media releases.
- Ministers and Area Leads (MHCLG, BEIS, and other relevant policy departments such as DfT) are invited to landmark events.
- The appropriate logos are on display as set out in this guidance (examples at Annex B).

Ministerial quotes and attendance at events

Ministerial attendance and quotes cannot be guaranteed, but where this is possible, MHCLG press office or Area Leads will inform LEPs as promptly as possible. The department will endeavour to tweet support or retweet LEP tweets when this is not possible.

Social Media

LEPs should be proactive in their use of Social Media, particularly Twitter. When describing or promoting projects funded by Local Growth Fund allocations, and at key milestones, LEPs should use the following hashtags (#), as appropriate:

- #NorthernPowerhouse
- #MidlandsEngine
- #GrowthDeals
- #LocalGrowthFund

These will be re-tweetable by the Minister for Local Growth, MHCLG and Cities and Local Growth Unit, allowing others to follow project development.

For guidance on how best to use social media, LEPs may refer to Government Digital Service social media guidance: <https://gdsengagement.blog.gov.uk/playbook/>

¹ For communicating larger transport projects (where business case decisions are retained by the Department for Transport) DfT will lead on the communications and LEPs should engage with DfT directly, rather than MHCLG. LEPs should continue to use the correct HMG logo, as specified on page 2 for these schemes.

Logos

For projects in receipt of Local Growth Fund allocations, the current Local Growth Fund logo will be replaced with the following in all marketing and promotional materials:

- LEPs partnered with the Northern Powerhouse: Northern Powerhouse logo.
- LEPs partnered with the Midlands Engine: Midlands Engine logo.
- All other projects in England: HMG logo.

Where a LEP requires its brand to be shown on a project funded via Growth Deal Funding, the appropriate UK Government branding should also be used. LEPs should keep logos on a product or sign for as long as possible.

LEPs should update publicity materials for existing projects with the new logo. If doing so would not be feasible due to excessive cost to the LEP, old branding can continue to be used but should be updated at the first possible opportunity. Where branding changes involves updating costs that are not excessive to the LEP, new branding should be used.

New projects should follow all of the guidance provided in the branding guidelines when undertaking publicity. The same applies to projects in mayoral combined authorities.

For further guidance, please contact your Area Lead who will provide support and supply the logo and instructions on how it should be used.

Websites

Each LEP website should include a description of the Local Growth Fund, the appropriate HMG logo should be used in conjunction with this.

Banners

LEPs partnered with Northern Powerhouse should use the banners issued by the Cities and Local Growth Unit for use at milestone events. LEPs not partnered with the Northern Powerhouse should also discontinue use of any older Local Growth Fund banners until updated banners are available.

Language

Press releases will include the descriptions detailed in Annex A - Notes to Editors.

Monitoring

In addition to regular area lead discussions, Annual Conversations will be formally used to assess how these guidelines have been implemented in individual LEPs and will be monitored as part of the ongoing assurance process.

Contact information

To provide MHCLG press office with advance notice of announcements and press releases, please email: NewsDesk@communities.gsi.gov.uk, copying in your Area Lead, and the Cities and Local Growth Unit's Communications Hub: Localgrowthhub@bis.gsi.gov.uk. For expedience, LEPs should ensure they are providing fully drafted press releases.

NOTES TO EDITORS

“Local Growth Fund”

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.

That’s why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders.

Some additional key facts:

- There are 38 LEPs covering the whole of England
- The government has awarded £9.1bn in three rounds of Growth Deals to local areas to drive economic growth.
- LEPs are investing in a wide range of projects including transport, skills, business support, broadband, innovation and flood defences.

Northern Powerhouse

Some Northern Powerhouse key facts:

- The Northern Powerhouse is a key aspect of this Government’s approach to addressing the productivity gap in the North and ensuring a stronger, more sustainable economy for all parts of the UK.
- The government has awarded £3.4bn in three rounds of Growth Deals across the Northern Powerhouse.

Midlands Engine

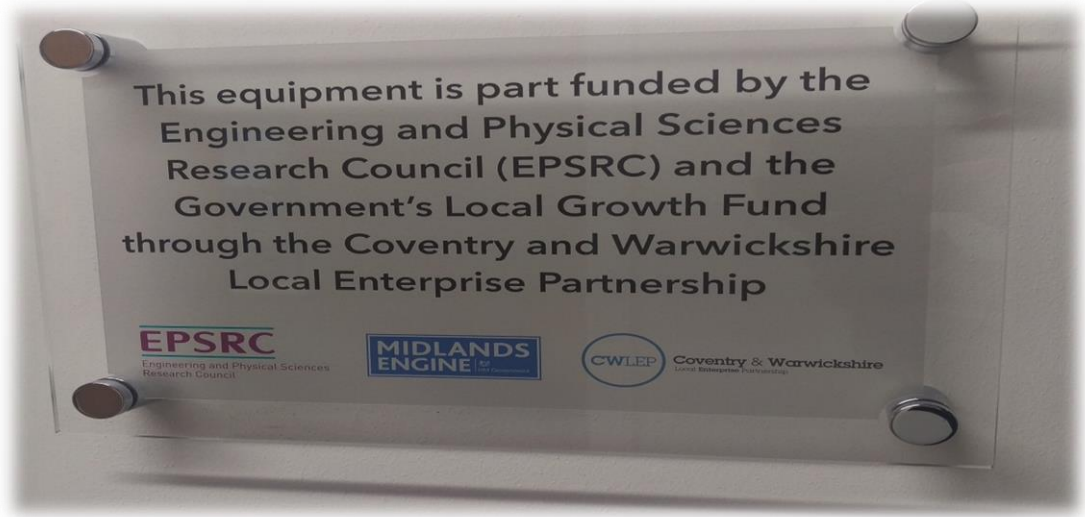
Some Midlands Engine key facts:

- The government is committed to making the Midlands an Engine for Growth in the UK, increasing economic growth and improving the quality of life for everyone. The Midlands is home to over 10 million people and over 780,000 businesses. Its economy is worth £217.7 billion.
- So far the government has awarded £1.9 billion in three rounds of Growth Deals across the Midlands.

HMG logo (Heart of the South West LEP)



Midlands Engine logo (Coventry & Warwickshire LEP)



Northern Powerhouse logo (Lancashire LEP)

